

Appl. No. : 09/940,376
Filed : August 27, 2001

REMARKS

The Examiner has rejected Claims 1-35 as anticipated by or obvious over U.S. Patent No. 6,515,656 to Wittenburg et al.

In view of this rejection, the independent Claims 1, 4, 7, 10, 13, 16, and 19 have been amended to state that the time interval during which a set of images is displayed is “automatically” altered while displaying product images. As explained at the bottom of page 28 through the top of page 29 in the specification as filed, one use for this feature is to display an initial set of images for a longer time, and update the images at a shorter time interval than the initial update in subsequent deletion and new image display cycles. This allows the user to get familiar with a full displayed image set for a sufficient period of time, but speeds the update process after this initial familiarization period.

In contrast, Wittenburg discloses a system in which the images advance at a fixed speed and a user driven method of changing the speed of display. “An embodiment of this may automatically advance at a set speed from the beginning to the end of the menu and accordingly present multimedia data in the presentation area 64 at a given pace. The user may control the presentation of the multimedia data by using the control area 66. This is similar to the way in which a movie, for example, may be viewed in which the play button causes the images of the movie to be presented at a particular speed” (Col 9-10 Lines 63-3). However, Wittenburg does not disclose a system in which the “time interval for each display of the product images is automatically altered while displaying product images.” For at least this reason Applicant respectfully submits that Claims 1, 4, 7, 10, 13, 16, and 19 overcome the Wittenburg art and are in condition for allowance.

Applicant further submits that Claims 2-3, 5-6, 8-9, 11-12, 14-15, 17-18, and 20-35 each depend from one of Claims 1, 4, 7, 10, 13, 16, and 19, and are therefore also in condition for allowance for at least the same reasons as those discussed above with regard to Claims 1, 4, 7, 10, 13, 16, and 19.

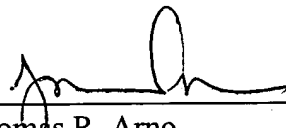
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Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

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By: 
Thomas R. Arno
Registration No. 40,490
Attorney of Record
Customer No. 20,995
(619) 235-8550

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